

Answers to Vendor's Questions:

Process Schedule (this is correct)

- Deadline for Questions 11/16/ 2011, 4:00 PM
- Anticipated Posted Response to Questions 11/18/ 2011, 4:00 PM
- Proposals due **11/23/ 2011, 4:00 PM**
- Anticipated proposal evaluation begins 11/28/ 2011, 4:00 PM
- Interview Finalists 12/01/ 2011, 4:00 PM
- Anticipated decision 12/05/ 2011, 4:00 PM

Questions (questions should be submitted by 11/16/2011)

Any questions regarding this Statement of Work should be submitted via mail or e-mail by MM/DD/2011, Time: 5 PM Central Standard Time
Name: Anita Dincesen
Department: Management Resources
Telephone Number: 651-595-5908
Email Address: anita.dincesen@state.mn.us
Questions and answers will be posted on the Office of Enterprise Technology website by approximately 10/7/2011, 5:00pm CST
http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html

Proposal Submission Instructions (Response requirements by 11/23/2011)

Response Information:
Contractor must submit all **Response Requirements** directly to Anita Dincesen by 10/10/2011, 4 p.m., Central Time. This may be done via an attachment to e-mail to anita.dincesen@state.mn.us or delivery of hard copies to Department of Natural Resources, 500 Lafayette Rd, St.Paul, 55155 by the required time and due date.

No	Questions
1.	Please confirm that the DNR will provide selected resources with work space, and all necessary hardware/software and laptop/desktop computers to perform the responsibilities outlined in this SOW? Answer- The DNR will not provide space, equipment or software to the selected vendor. It is the vendor's responsibility to provide all resources to complete the job.
2.	Please confirm whether selected vendor will be paid on an hourly basis for services provided under this contract, based on a DNR approved contractor time sheets, or if selected vendor will be paid based on completed/signed-off deliverables? Answer- The selected vendor will not be paid on an hourly basis. Payment will be made based on signed off deliverables and completion of the project
3.	Please confirm that a DNR Project Manager will be responsible for directing the selected vendor's resource(s) work tasks/assignments? Answer- The Project Manager will facilitate the vendor's introduction to the Project

	Advisors, Content Advisors and Development team. The vendor will be responsible for setting up meetings and tasks required to complete the deliverables as outlined in the SOW. The Project Manager will be responsible for negotiating any tasks or assignments that are outside the scope of completing the deliverables.
4.	Is there any travel expected for vendor resources? Answer- The vendor will need to travel to DNR headquarters in St. Paul to attend meetings.
5.	Please confirm that all staff provided by vendor will work 100% in the DNR office at 500 Lafayette Rd St Paul, MN 551554016, throughout the life of the contract. Answer- The DNR will not provide any office space for the vendor.
6.	What is the anticipated daily work schedule for selected vendor resource(s) (8AM - 5PM, Monday thru Friday)? Answer- It is up to the vendor to manage their work schedule to complete the deliverables.
7.	Please confirm the exact number of resources and resource skill type that the DNR expects awarded vendor to provide. Answer- Technical Writing, Information Design, Information Architecture, Asset Management
8.	Does the DNR have a pre-determined/allocated budget (either hourly billing rate or total project cost) for these positions? Answer- No If yes, can you please share the budgeted amount?
9.	Is the DNR seeking fixed-price cost proposals for this SOW? Answer- Yes
10.	Is it the DNR's expectation that each vendor resource assigned to this project will have all minimum required skills, or that the vendor resources assigned will collectively meet all required minimum skills? Answer- The DNR wants to work with a contractor or a vendor who has the skills required to complete the job
11.	Please confirm that the anticipated utilization of selected resource(s) will be full-time 40 hours per week (excluding State holidays) for the duration of the contract? Answer- This is not a staff augmentation position. The vendor will work the amount of time required to complete the deliverables within the timeline posted in the SOW. If no, please provide anticipated utilization?
12.	Is it the DNR's intent to secure resources to perform the tasks outlined in this SOW on a "Staff Augmentations" / "Time and Materials" basis? Answer – See Question #11
13.	With regard to the "Reference" portion of the "Response Requirements", is it the DNR's expectations that proposals include vendor references or references for submitted

	consultants? Answer – We want references that can address the vendor’s quality of work in relation to the skills needed to complete this project.
14.	Will selected vendor resource(s) be required to perform off-hours, on-call support work? Answer – See Question #11
15.	In the “Response Requirements” number 4, “Example of work” is there a minimum amount of examples of both URL’s and Tech Writing that the DNR is expecting? Answer -5 examples of URL’s, 5 examples of tech writing
16.	Under “Response Requirements” number 5, to satisfy the DNR’s “Estimate of Cost” requirement, please confirm that vendors are to include hourly bill rates in their proposal and the estimated total project cost? Answer- yes
17.	In the “Response Requirements” number 5, “Estimate of Cost”, should vendors be using the Project Milestone and Schedule listed in this SOW when estimating cost of project? Answer- They should use the Project Deliverables and the Project Milestones.

1. According to the SOW (p. 3), the anticipated decision date is Monday, December 5. Given that contracts with state agencies often take a week or more to fully execute, and that the holiday period is commonly one where many people take several days off, is it still realistic to expect the Concept Doc and Content Script to be completed in December? Or, is the timeframe provided more of a rough estimate? We are just trying to get a sense of your expectations for how long the first two deliverable should take.

[Anita] We would expect to see the web concept done in Dec. We are flexible on the completion of web content script, if that goes into Jan, given the holidays.

2. Please elaborate on the Website Content Script. Page 2 states: "Write a web content script that presents all website content and explains website organization by describing the navigation and structure. The script should provide a complete narrative of the website’s content and structure." Does this mean that that web content script essentially contains all the writing for the web that is required from the vendor resource? When you say "explains website organization by describing the navigation and structure," does this mean that the script should contain not only the content to appear on the website but include essentially a site map, uses cases, and interaction instructions?

[Anita] The web content script will follow approval of the concept and meetings with the SME’s and web team so the vendor should have a good idea of the big picture for the website. The script should describe examples of text or messages for the site- We don’t expect the finished narrative or messages here but it should outline the scope of the site’s content. It should also describe the types of images, graphics, data displays that will be needed to support the messages. It should also present some sense of how you will organize the site; section on this, section on that; menu will present this, menu will present that- We don’t expect the script to be a detailed site map but it should be a precursor to the story board.

It may be premature to expect the content script to be a complete narrative of all content, but it should be a pretty complete description of the what the site will contain. Hope this helps...

3. Approximately how much content is involved? This is very important because we use a per-page metric to estimate time required for content development. What number of pages do you estimate the site will include? What would be an approximate page length? Even ballpark numbers would be helpful.

[Anita] Currently, I have about 70 pages of documents for the contractor to review, that does not include interviews or notes from the SME's. At this point I can only estimate the # of pages as being less than 30?

If the content script includes a site map or rough equivalent, do you see the storyboards as being closer to wireframes (B&W, more schematic) or more fully-developed page mockups that include color and other visual design elements?

[Anita] The storyboard should be a low-fi prototype of the website. It should present a picture of how the 'chunks' of assets (text, menus, navigation elements, graphics, data displays, maps) will appear on the pages and provide direction of how to navigate the site – you may need to include a flowchart as a site map to show that. You will be working with our internal web team who will direct you on DNR site requirements and may need to create some page mock ups but I don't think the entire storyboard will need to be in full color.

4. With respect to the asset creation document, can you elaborate on the differences between its purpose/function and that of the script and the storyboard? Is it primarily a planning tool to define what assets are needed throughout the site, where those assets will come from, and where they will go?

[Anita] The asset creation document is probably more of what you would call a web content script; it needs to be a fully flushed out, page by page description or picture of each asset and provides the full narrative of the text or messages that goes on each page. With the storyboard and the asset creation document, the web team should be able to create the website. The text should be complete enough that the web team can cut and paste it directly into the web pages. That is why we see this document develop over the time you create the storyboard and meet with project team.

5. Is the DNR open to having more than one resource contribute to the defined deliverables? The SOW calls for a "skilled web content developer," but is it possible to allow for 2-3 resources to play defined roles?
6. Under Required Skills, a minimum of five (5) years experience developing websites is listed; however, the vendor resource(s) won't actually be developing the site. Is this correct? What specific website development skills are being sought? We can see analysis, information architecture, user experience being two key ones, along with writing for the web. Are there others?

[Anita] Correct, the vendor will not be developing the site; they will give the web team all the assets and structure requirements to do that. I would say we are looking for someone who is a very strong web content writer; someone who can translate technical data into a clear and

friendly message to the public, is experienced with information design; is able to take many different types of assets and display them in an engaging way on the web page, and is skilled asset manager; there are many assets in- house and else where that will need to be gathered. In addition, will need to give direction as to what original assets are needed to be created by our internal web team.

An additional FYI- we have determined the audience for this website is 18 to 55 year old public who probably visits state parks and has an interest in state park system and sustainable energy. This may be helpful....

7. With respect to the sample websites you are requesting, are there specific elements you are looking for?

[Anita] Given answer to # 7 and knowing that this is a public website on sustainable, renewable energy- I would think samples that speak to this type of topic.

8. Does the DNR see this vendor resource as having to work on site? Is it possible to work off site (remotely)?

[Anita] the DNR does not have space for this vendor to work; we will assist with helping you set up meeting locations in the building with team members. We wouldn't expect DNR SME's to travel to meeting sites. We do expect some of your 'meetings' may be by phone.

9. Does the DNR see this project as requiring a full-time resource for the life of the project (i.e., 40+ hours a week)?

[Anita] We see this vendor having the experience to know how to estimate their time for the life of the project, given the descriptions of work required.

10. What are the DNR's success criteria? That is, at the end of this project, what will be the measures of success?

[Anita] We will do usability testing with this site and would call it successful if people actually gain knowledge on aspects of solar energy and its importance as a renewable energy source.

1. You asked for detailed estimates to time and cost. At this time, it is impossible to estimate the scope of the project because there was not enough quantifiable information such as:
 - a. Total number of discreet content pages
We expect that the website will be less than 30 pages
 - b. Quantity of and state of the current source textual content
We have about 70 pages of documents. This does not include meetings with SME's and notes from those meetings.
 - c. How much rewrite is necessary to make source textual content fit the web
Most of the content will need to be re-written for the web. This is a big part of the contractors duties; to create the web content script and asset creation document.
 - d. Format in which to display some of the data, such as static vs animated vs interactive

The contractor will make these recommendation.

- e. How much graphical and media assets are available to be repurposed vs. creating from scratch

The project team will work with the contractor to point them toward existing resources that team members are aware of (photo files or photo services, existing graphics, energy websites, government websites etc.). The contractor will need to determine what is usable and what needs to be created from scratch. NOTE: The DNR web team can create graphics and interactive maps but we do not have the capability to create Flash animations in house.

2. Since the vendor has no control over the skills and composition of the assigned development team, how can estimates for time, cost and quality be guaranteed?

The contractor will be responsible for the deliverables outlined in the Statement of Work. Their recommendations will be informed, or controlled, by the DNR web team's skills and availability of existing assets. The vendor will not feel restricted by the skills of our in house team. If the vendor makes a case for an asset that can't be created in house, the team will consider alternatives as needed.

3. In light of 1) and 2), are you open to a cost proposal that consists of only hourly rates? This will effectively make this a staff augmentation proposal.

You need to provide an hourly rate but you will need to provide a full cost proposal based on your best estimate of the time and effort it will take to complete the 5 deliverables.

4. Are you open to having 2 personnel assigned to this project? Web design and copy writing are typically different roles fulfilled by a web designer and a writer.

We are looking for one contractor to be responsible for the project. It is up to the contractor how they want to get their work done.